



12-18-96  
discuss w/ Fray as  
whom shall handle  
Fray will handle per our  
12-19-96  
D. P. FITZGERALD  
Area Manager - Operations  
North East Sales Area  
910-741-2053  
discussion

December 18, 1996

**SENT VIA FAX**

Fray Natale  
Colin Uffindell  
Todd McMahon

Steven MacLeod  
Rich Mittica  
Tim Gillespie

**RE: Doral Business Building Program**

Attached you will find the current order status for the Doral Business Building Program. The Kit's (thermometer, dry erase board, and semi-permanent plastic 30 pack display) order status shows 150 still remaining.

This program will continue into 1997 and has been funded with \$1.3 mm. The budget is based on a \$15 display payment for 6 months of the year on the total National allocation of the kits. However, several of you indicated that we are not utilizing this payment in all retail outlets participating in the program. Obviously, if we are not utilizing the payment in all calls, this budget may get us through 1997.

In preparing for 1997, the Doral Brand Group needs your assistance in determining your actual needs for this program. They would also appreciate some top-line analysis of the impact the program has had in your accounts. Attached you will find:

- A form which should be completed to identify your 1997 needs for the program.
- A progress report completed by Mike McClure, RBM in St. Louis, which should serve as a guide for your analysis of the program.

We would appreciate you returning this information back to me on or before January 7, 1997.

Call if you have any questions.

Don

96172DF/H

51845 7359

508 SMS508N1

SALES MATERIALS SYSTEM  
ALLOCATION DISPLAY BY ITEM NUMBER

12/18/96 13:51

FN: \_\_\_\_\_

Item Number: 506/83 DORAL DISPLAY KITS

Optional Starting A/R/D/T: 1XXXXX 1 NORTH EAST SALES AREA

Sku: BOX Pack: 1.000 Available Inventory: 749

{1-12 OF 143}

A/R/D/T	Actual	Usage	Available	Transfers	Draw	Future Ords Inv not Rsv
16XXXX	885	985		100	N	
17XXXX	529	429		100-	N	
18XXXX	788	108	150	530-	N	
182401		15		15	N	
182402		19		19	N	
182403		52		52	N	
182404		22		22-	N	
182405		16		16	N	
182406		9		9	N	
182407		14		14	N	
182408		8		8	N	
182409		20		20	N	

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Help Retrn TOP Bkwd Frwd Main

508 SMS508N1

SALES MATERIALS SYSTEM  
ALLOCATION DISPLAY BY ITEM NUMBER

12/18/96 13:52

FN: \_\_\_\_\_

Item Number: 505985 DOR DRY ERASE BOARDS

Optional Starting A/R/D/T: 1XXXXX 1 NORTH EAST SALES AREA

Sku: EA Pack: 1.000 Available Inventory: 2,847

(13-24 OF 103)

A/R/D/T	Actual	Usage	Available	Transfers	Draw	Future Ords Inv not Rsv
13XXXX	1600	900		700-	N	
1322XX		150		150	N	
1326XX		320		320	N	
1332XX		120		120	N	
16XXXX	2130	3162		1032	N	
1622XX		320		320	N	
1623XX		171		171	N	
163807		1		1	N	
17XXXX	2130	2105		25-	N	
18XXXX	2130	2044	1	85-	N	
1824XX		1		1	N	
1834XX		1		1	N	

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51845 7361

# 1996 Business Building Kit

[illegible]

51845 7362

## St. Louis Region

RAM

ion (32 accounts)

Doral SOM	Total RJR
Change	SOM Change
.78	2.33
.97	.41
3.82	3.10
3.64	2.09
*N/A	*N/A
3.59	2.27

ral sales with residual RJR total gains.  
arterly to monthly.